

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	)	<u>PATENT APPLICATION</u>
	)	
Inventors: Barry S. McAuliffe, et al.	)	Examiner: Arthur D. Duran
	)	
Application No.: 10/074,386	)	Art Unit: 3622
	)	
Filed: February 12, 2002	)	Confirmation No.: 5570
	)	
Title: Manufacturer Incentive System	)	
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**FILED ELECTRONICALLY ON: NOVEMBER 12, 2010**

**RESPONSE TO FINAL OFFICE ACTION**

Mail Stop A/F  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Introductory Comments:**

In response to the Examiner's Final Office Action mailed May 20, 2010, Applicants respectfully request reconsideration of the above-referenced application in view of the following amendments and remarks.

A Petition for Extension of Time is requested for a reply within the third month extension of time and the fee set forth under 37 C.F.R. §1.17(a)(3) is electronically submitted herewith.

Reconsideration is respectfully requested in view of the following amendments and remarks.

**Amendments to Claims** begin on page 2 of this paper.

**Remarks** begin on page 8 of this paper.